

27-1942

## INSURANCE: OUR LARGEST BUSINESS

This is National Negro Insurance Week when colored citizens in all walks of life and in all parts of the country gather to pay tribute not only to the founders and heads of our many successful companies but to the far-flung and efficient agency staffs and above all to the plain men and women whose confidence in the ability and integrity of men of their own group has made these companies possible.

Insurance which gives employment to some 16,000 Negroes, owns millions of dollars worth of property, pays out over \$13,000,000 yearly in claims, commissions and salaries, and operates in 28 states, is our largest business.

While over \$360,000,000 worth of insurance is written on Negro lives by Negro companies which give all sorts of jobs, high and low, to Negroes, it is noteworthy that over three times this amount of insurance is written on Negro lives by white companies which give no jobs to Negroes.

It has not been an easy job persuading the Negro public to believe in the ability of Negroes to conduct business, as the proportion insured with Negro and white companies indicates; but considering the propaganda to which Negroes have been subjected through the years, it is remarkable that so many retained confidence in their own.

It should be a source of pride to our people that during the depression when a score of white insurance companies crashed, only two or three Negro companies failed and those whom they insured lost nothing.

Sponsoring National Negro Insurance Week is the National Negro Insurance Association consisting of 41 member companies and 11 associations. We are indebted to the NNIA for again calling our attention to the progress of our largest and most powerful business.

Kansas City, Mo.  
Call  
Kansas City, Mo.

# 42 Insurance Companies Have Goal of \$2,000,000 For Month of October

OCT 23 1942  
RICHMOND, Va.—C. L. Townes, secretary of the National Negro Insurance association, recently mailed to the 42 member companies and eleven underwriters' associations proclamation issued by President A. T. Spaulding of Durham, N. C., proclaiming the month of October 1942 sixth annual National Collection Month. This five weeks' effort which began Sept. 23 and will end Oct. 31, is under the direction of a Special Collection Month committee, headed by A. P. Bentley of Columbus, Ohio.

This committee has set its goal at two million dollars in ordinary and industrial premium collections. This is the time to put all premium payments well in advance. It is the safe and patriotic thing to do. It is in keeping with other patriotic movements, as it will assist agents in conserving gas and tires, and thereby guarantee policyholders, over a longer period, the high type collection service they have received throughout the years.

Then too, these companies have and are investing much of their funds in war bonds and other

## GENERAL

government securities. At the Birmingham convention of the NNIA last June it was reported that Negro companies had purchased nearly \$1,500,000 in defense and war savings bonds.

According to reports constantly reaching the office of Secretary Townes it is reasonable to assume that this figure has now doubled itself. From this it is evident that Negro insurance companies, because of their financial strength, are carrying a larger part of the national burden during this period of stress and strain.

OCT 23 1942  
It is hoped that during the month of October, each policyholder will make himself a "committee of one" to do his part to help relieve disaster, ward off potential misery and keep hope for the future alive by putting his insurance payments in the best possible condition during this period.

The 28 states covered by Negro companies are divided into 5 zones each zone is under the direction of a zone director. The strength of every state and local underwriters' association as well as each individual agency is being utilized to the extent of reaching the homes of everyone of the 2,600,000 Negro policyholders.

The committee is indeed grateful to these agencies, groups, newspapers, ministers and individuals outside the insurance field for their cooperation in spreading the importance of this effort before the public.



27-1942

# NATIONAL NEGRO INSURANCE ASSOCIATION

Globe and Independent  
Nashville, Tenn.

## M. S. STUART'S THESIS

In co-operation with Mr. Leon Henderson, we have dispensed with a considerable portion of the "icing" in the report sent out by Mr. M. S. Stuart, official reporter of the National Negro Insurance Association, and are publishing the residue herewith with our compliments for a very splendid account of the proceedings of our insurance executives, who met last week for four days in the city of Birmingham, Ala.

In relating what took place in Birmingham among his fellow insurance executives, the kind of program that was rendered and report of what Negro insurance companies are accomplishing, Mr. Stuart has very violently attacked the thesis with which he periodically amuses the public—one installment of said thesis being published in the Pittsburgh Courier in the same week the NNIA was holding its big pow-wow in Birmingham.

Mr. Stuart's thesis is that national conventions by Negroes should be discontinued, not only "for the duration" but thereafter and among "reasons" he advances for his contention is that the burden of expense for these gatherings "falls on the masses."

Heads of organizations who sponsor annual conventions are tapped by Mr. Stuart in his latest thesis installment as follows:

"It is hoped that none of the big, national glory hunters and honor hunters will let their vanities be inflated (we think he means "deflated") about this contention. This is one movement that has no personal axe back of it to be ground. It is just to get down to a bed rock desire to spend time and money only on those programs that hold out reasonable promise of definite results."

After sounding off with the foregoing admonition, Mr. Stuart then proceeds to demand that the National Negro Business League take the lead in calling off "unnecessary conventions," inferring that the league is composed of delegates using expense money garnered from the masses who are left as he says, "laboring in credulous and hopeful oblivion back home, while the delegates lark in luxury at public expense."

After thoroughly reading Mr. Stuart's attack on annual conventions an unbiased

commentator is forced to conclude that he DOES HAVE AN AXE TO GRIND and very eagerly is doing so, when he "runs down" annual meetings of the National Negro Business League, while, by action, he endorses annual meetings of the National Negro Insurance Association. In Mr. Stuart's own summary of what took place at the annual meeting of the insurance executives, he shows that the executives performed in exactly the same manner as will the delegates to the National Negro Business League, and accomplished no more than the delegates to the forthcoming meeting of the latter organization will accomplish.

It is our contention that leaders of our organizations, state and national, should pay little attention to Mr. Stuart and the few like him who poke fun at our conventions. These critics never are able to offer any substitute for our annual meetings that is worthy of being tried out. There are many values gained from the annual meetings of our religious, business and fraternal organizations, and these meetings are absolutely necessary if the back-home units of the organizations are to be preserved.

It is to be admitted that it takes an abundance of money to hold conventions. But the sums spent are not a drop in the bucket when compared to what the masses of our people spend for liquor, luxuries and amusements, none of which contributes anything to the advancement of the race. Let our critics of conventions try their hands at getting the masses to stop spending money for luxuries and amusements and putting it into substantial things. If they succeed to an extent that the sums spent on conventions will be needed to reach a notable economic objective, we are sure the leaders of our national organizations will readily agree to dispense with their national conventions.

It is only a few of our presumptuous leaders who engage in criticisms of our annual conventions, and these critics usually are persons who are disgruntled because they have not been chosen to positions of leadership. Rank and file members of churches, lodges and clubs take pride in sending their worthy members as delegates to conventions. If this were not so, no delegates would be sent,

and our state and national conventions would cease to exist. We would then have nothing left, except possibly a meeting of executive heads of several organizations. Or, in other words, groups as devoid of representation from the rank and file as is the National Negro Insurance Association, which is an assembly of insurance company officers, with insurance agents and policyholders conspicuous by their absence.

(Incidentally, Mr. Stuart's body of insurance executives voted to hold their 1943 convention in Chicago, where the chance for delegates to engage in a "lark of luxury" can scarcely be duplicated anywhere else in the U. S. A.)

Birmingham, Ala., Age-Herald  
June 24, 1942

## INSURANCE BODY BEGINS MEETING

### Association Of Negro Companies Holding Convention Here

Annual convention of the Negro National Insurance Association was opened here Tuesday night with delegates representing 41 companies in 28 states in attendance.

At the opening session greetings were extended by Mayor Cooper Green and Frank Julian, representing the State Insurance Department.

Asa T. Spalding, of Durham, N. C., president of the association, who made the response and declared he was proud to have the opportunity to visit the state which had produced such outstanding Americans as Oscar Underwood, Hugo Black, George Washington Carver and Joe Louis.

Mary McLeod Bethune addressed the session on the theme, "United We Stand," and urged an all-out stand behind the United States war effort, declaring that "victory can be achieved only by the full cooperation of every American."

Special musical numbers were rendered by Corriana Hayman, Birmingham Negro soprano, who appeared recently with the Birmingham Civic Symphony orchestra.

Telegrams of greetings were read from President Roosevelt and Secretary Morgenthau.

The convention will continue through Friday, ending with an address Friday night by William Pickens, Negro representative of the Treasury Department, and a War Bond rally at Legion Field. The rally will be preceded Friday afternoon with a parade at 2 p.m., which will be staged by Negro business men of the city.

Birmingham, Ala. News  
June 25, 1942

## Birmingham Negroes Big Parade To Start War Bond Campaign

### Ensemble Of Singers And Ft. McClellan Band Have Part In Program

Negroes of Birmingham will launch a \$1,000,000 War Bond and Stamp campaign with a mammoth parade and rally Friday under sponsorship of Moments of Meditation.

Because of the 22nd annual convention of the National Negro Insurance Association, a great number of insurance officials are in the city this week. After adjournment of the convention, the delegates and local Negro civic leaders will sponsor the parade through downtown Birmingham and rally at Legion Field.

"Moments of Meditation," ensemble of skilled Negro singers which has been devoting its weekly WSGN broadcasts and public concerts toward selling \$50,000 in War Bonds, is authority designated by the Treasury Department to work with civic leaders and insurance men in the campaign.

Negro soldiers of a Ft. McClellan band and a full platoon will come to Birmingham by special permission of the post commandant to march in the parade and play at the rally.

S. L. Belle, chairman of the local program committee, announces that the national convention is adjourning its regular business to help in the bond sales, and it is expected that many of the insurance companies will buy the large-sum corporation bonds now possible by new release from the U. S. Treasury Department.

William Pickens, borrowed from N. A. A. C. P. by the treasury, will be among speakers on the program, and Asa T. Spalding, national convention president, will make an address.

The parade will begin at 2 p.m. Friday, and the rally is scheduled to start at climax of the parade at 4 p.m., at Legion Field.

EIGHT ALABAMA COUNTIES have already exceeded their June quotas in War Bond sales, according to Mark Clements, associate state administrator.

Jackson County, with a \$22,800 quota, has doubled the amount, he said, and Montgomery County has gone over its \$420,000 quota by more than \$60,000.

Bul- Conecuh and Barbour, more sales of more than \$100,000 were well in advance lock. The quota of \$67,000.

Other counties with smaller quotas which have more than reached their goals are Dale, Win-



## Negro Insurance Firms Will Sponsor War Bond Campaign

### C. C. Spaulding Named Associate Administrator For State On Treasury Department's Staff

The National Negro Insurance War Bond Committee convened yesterday at the call of President A. T. Spaulding of the National Negro Insurance Association to confer with Jesse O. Thomas, staff assistant of the United States Treasury Department for the purpose of projecting a national bond sales campaign entitled, "The Four Freedoms—Victory Bond Rally," commencing Dec. 14, and ending Jan. 16. During the campaign the more than 50 Negro insurance institutions, operating in 29 States, their regional officers and agents, approximating 11,420, who come in contact with more than 3,000,000 policyholders and the public generally, will set aside certain days each week during which their efforts will be devoted to the selling of war bonds.

The executives of all Negro insurance companies are definitely impressed with the grave importance of supporting the Treasury Department in its efforts to finance the war program and with this end in view, President Spaulding, in January, 1942, appointed a standing committee to promote the sale of war bonds through the organization of the life insurance business. It is the opinion of this committee that a bond rally projected at this particular time is appropriate so as to urge employers and the public generally to give their bonuses and Christmas gifts in the form of the war bonds, Spaulding said yesterday.

President C. C. Spaulding of the North Carolina Mutual Life Insurance Company has been appointed associate administrator for the State of North Carolina, on the war savings staff of the office of the Secretary of the United States Treasury, with compensation at the rate of \$1 per annum, "payable from the appropriation, 'Expenses of Loans,' Act of Sept. 24, 1917, as amended and extended." The appointment was made by D. W. Bell, Acting Secretary of the Treasury of the United States.

Spaulding stated yesterday that he is in the process of organizing the towns and cities of the State for the campaign to be staged between Dec. 14 and Jan. 16, inclusive. He is of the opinion that he will complete his organization between Dec. 14 and Dec. 25 in order to sell as many stamps and bonds as possible.

"I think our people should not mind a little extra work now. They should remember that our boys are

knee deep in mud and jungle brush, and we must make the supreme sacrifice if we are to win this war," Spaulding stated last night.

Attending yesterday's conference in the offices of the North Carolina Mutual Life Insurance Company for the purpose of launching the South-wide bond sales were: Jesse O. Thomas, staff assistant of the United States Treasury of the department of war savings; M. S. Stuart, Memphis, Tenn., chairman of the National Negro Insurance War Bonds Committee of the National Negro Insurance Association; and C. L. Townes, Richmond, secretary of the organization; C. C. Spaulding, A. T. Spaulding and W. D. Hill of the North Carolina Mutual Life Insurance Company.

~~NATIONAL NEGRO INSURANCE ASSOCIATION~~



27-1942  
Chicago Bee  
Chicago, Illinois

## NATIONAL NEGRO INSURANCE WEEK SET FOR MAY 4-9

APR 26 1942  
ATLANTA, April 23 — (ANP) — Sponsored by the National Negro Insurance Association, Asa T. Spaulding, president, and participated in by member companies throughout the country, observance of National Negro Insurance week will be held this year from May 4-9, inclusive.

The date was announced in a joint statement issued this week by Cyrus J. Campfield, assistant agency Atlanta Life Insurance company and chairman of the 1942 insurance week committee, and J. T. Botch, secretary of the committee and agency officer of the Afro-American Life Insurance company.

APR 26 1942  
The project, developed around a single week's intensive promotion each year, is the high point of many activities conducted under the sponsorship of the National Negro Insurance association. This organization is composed of 41 member companies owned and operated by colored people, together with 11 regional associations in 10 states.

A. T. Spaulding of the North Carolina Mutual Life Insurance company, and president of the association, will give the keynote address in behalf of Negro insurance week when he speaks on Sunday morning, May 3, on the "Wings Over Jordan" network broadcast.

A recent survey of the work being accomplished by member companies of the Association reveals that more than \$360,000,000 of life insurance in force is being carried by them on the lives of colored Americans, and that admitted assets are in excess of \$34,000,000. Legal reserves for the specific protection of policy holders are more than \$23,500,000.

APR 26 1942  
To members of the race over \$6,000,000 has been loaned to alleviate the financial distress of the living and each year many more millions are paid out in the form of death and disability claims. In

support of national economic life, member companies of the association have made investments of more than \$8,500,000.00 in United States government, state, municipal, and public utilities bonds.

The production goal of insurance week has been set at \$35,000,000 in paid for new business applications including both industrial and ordinary forms. The sales slogan adopted for this year's program is "Start 'em and Keep 'em Selling."

APR 26 1942  
Official statement member companies have pledged greater results than the announced goal and have full confidence in an over-the-top success.

Columbia, S. C. State  
May 3, 1942

## Negroes Observe Insurance Week

The 42 Negro life insurance companies and association of America will feature "Insurance Week" Monday through Saturday, during which time emphasis will be placed upon insuring with Negro enterprises. The 42 Negro companies give employment to more than 15,000 Negro men and women.

In South Carolina there are two large companies, North Carolina Mutual and Pilgrim Health and Life. Each company has six district offices in the state and enjoy a large business. In Columbia, W. H. Harvey is the manager of North Carolina Mutual, and J. M. Hinton is manager of Pilgrim Health and Life.

Wings Over Jordan will feature an address by the president of National Negro Insurance association Sunday morning at 10:30 a. m. Asa G. Spaulding is the president.

## NATIONAL NEGRO INSURANCE ASSOCIATION

Chicago Defender  
Chicago, Illinois

## BIRMINGHAM TO BE HOST CITY JUNE 23 TO 27

JUN 13 1942  
See Indications Session  
Will Be Greatest In  
History of Group

BIRMINGHAM.—(ANP)—  
The arrangement committees for the twenty-second annual session of the National Negro Insurance association which will convene June 23-27, met last week and completed plans for what may be the greatest convention in the history of the association.

Opening session of the convention will be held at the Sixteenth Street Baptist church of which the Rev. D. F. Thompson is the minister, while regular sessions will be held in the auditorium of the Colored Masonic temple with affairs given at the Owls club and the other youth clubs in the city, including the palatial home of Mr. and Mrs. A. G. Gaston.

The concluding event of the convention will be a joint mass meeting at the Slossfield center beginning with a giant parade with all Negro businesses participating led by the famous band of Parker high school.

Daily World  
Atlanta, Ga.

## Spaulding Calls For More Interest In General Affairs

JUN 25 1942  
Annual Address  
Of President Is  
Session Keynote

BIRMINGHAM.—(ANP)—Asa T. Spaulding, president of the National Negro Insurance association and actuary and assistant-secretary of the North Carolina Mutual Life Insurance Company, in his annual address to the association Wednesday meeting here, called for a "re-thinking" of its "established ways, practices, plans and programs," and urged a greater interest in things locally, nationally and internationally—socially, politically and economically.

Mr. Spaulding, in commenting on "Two Great Faiths" of the Negro, says: "Next to his faith in God, the Negro's faith in his own life insurance companies has been one of the great contributing factors toward his progress. These two great faiths are the foundation stones upon which are built our spiritual and financial security, and provide our closest unity and our greatest strength. And our pastors, life insurance agents, and press have played an important role in making this so."

JUN 25 1942  
LARGEST BUSINESS  
As proof that life insurance is the race's largest corporate business, Mr. Spaulding pointed out that 38 of the member companies of the association have over \$420,000,000 of insurance in force, an increase for the year approximately \$55,000,000; and had an income of over \$21,000,000; that they purchased in 1941 over \$769,000 worth of United States Government Defense bonds and more than \$2,100,000 worth of government bonds; that they made or purchased mortgage loans in excess of \$1,787,000

and paid to policy holders and beneficiaries more than \$6,200,000 while at the same time giving employment to more than 9,000 of our men and women in varying capacities from debit managers to executives."

JUN 25 1942  
He also stresses the fact that "Hundreds of melodramatic stories could be written around the cases where life insurance was the only thing left to relieve distress, ward off potential misery, become the widows's dependence and the orphan's friend, and to keep hope for the future alive;" and that life insurance is a "Stabilizing factor of incalculable value which has played an important role in our national economy and contributed much to the Strength and Spirit

## of America." NEED NEGRO PRESS

President Spaulding pointed out the "need by the companies of the services of the press, the merit by our press of the support of our companies and the need by the race of the services of both," and said: The value, power, and service of our press in our racial development and recognition have been SO WELL DEMONSTRATED during this emergency that any further words of mine in its behalf would merely dull the eloquence of its deeds."

JUN 25 1942  
In discussing the work of the National Defense Vigilance committee of the insurance association, Mr. Spaulding said: "The Negro's integration into all phases of our national life is one of the challenges of our democracy at home, and this association should give its unstinted support to the constructive efforts of all organizations and agencies seeking to have this challenge properly met.

"If this integration does not take place during the emergency when the Negro is needed most, he might be the object of greater discrimination, proscription and public charity when the harvest of economic reverses sets in. And if labor unions are to dictate who shall and who shall not be employed in the basic industries of this country, the wedge of Negro membership therein must be driven further."

## AID WAR BOND DRIVE

Mr. Spaulding also called attention to the fact that more than eight months before the national effort of the government, the week of May 4th urging the purchase of War Savings bonds and stamps, his association issued a call for that purpose and created a national



committee (N I B S) to prosecute a program of urging all members, their employees, policyholders, and the public to buy regularly war savings bonds and stamps for national defense and in so doing help preserve the democratic way of life, and that the committee would probably report purchases in excess of one and one-quarter million dollars at the convention.

As to the outlook for the future, President Spaulding said: "What we may expect as a consequence of what is taking place is beyond the ability of the most astute to predict with accuracy, but we do know that neither pessimism nor optimism will solve our problems, but meticulous care and attention, judicious strategy, and courageous and persistent action will aid us greatly in coping with them."

"There is no question at all in my mind, however, as to the ultimate future of life insurance, regardless of the outcome of the conflict in which we are engaged. . . for so long as men are mortal, so long as they live and age, reproduce themselves and grow old and die, even so long shall life insurance endure!"

Amsterdam Star-News  
New York, N. Y.

## Action Urged On Alabama's Five Captives

National Insurance  
Men Demand Release  
Of Scottsboro Boys

BIRMINGHAM, Ala.—Standing courageously in the shadow of infamous Kilby Prison were the five remaining Scottsboro boys languish in darkness and despair, the National Negro Insurance Association, representing the nation's greatest business leaders, this week assembled in convention and went on record demanding the liberation of the five incarcerated victims of southern injustice. By its action, the Association not only endorsed the campaign of the Star-News but swung behind the program with full force.

The National Negro Insurance Association, which numbers among its staunch members Dr. C. C. Spaulding, president of the North Carolina Mutual Life Insurance Company and member of the

Chamber of Commerce of the State of New York; J. E. Walker, president of the National Negro Business League and president of Universal Life Insurance

Company, Memphis, Tenn.; Harry Pace, president of Supreme Liberty Life Insurance Company, Chicago; Drs. C. B. Powell and P. M. H. Savory, president, and chairman of the board, respectively, of Victory Mutual Life Insurance Company of Chicago and New York, and several other outstanding leaders of industry and finance, adopted the following recommendation:

"We endorse the effort now in progress to focus, again, attention on the five, seemingly forgotten, Scottsboro boys, who are still languishing in an Alabama prison, with the hope that there may be a fair and impartial review of their case in order that there might not be an occasion for innocent blood to cry out in despair and forever justifiably curse and condemn our judicial procedure and system, and that an appropriate resolution in reference to this case be sent to the Governor of Alabama."

The New York Amsterdam Star-News took up the cudgels for the liberation of the Scottsboro boys at a time when the nation's leaders were loudly voicing the moral cause of democracy's fight against Hitlerism abroad, and after a way had been found to free the Communist leader, Earl Browder, from Federal prison.

The Star-News and its millions of followers in this Scottsboro crusade believe that agitation which brought about the liberation of Tom Mooney and Browder, and the fight to keep Harry Bridges in the United States might as well be waged to free the five Scottsboro boys who suffer the pangs of hell in an Alabama jail.

Pittsburgh Courier  
Pittsburgh, Pa.

## NNIA Proclamation

DEC 9 1942

Whereas, our Nation is engaged in a global conflict, the outcome of which will determine whether democracy is to survive or to be wiped from the face of the earth; and

Whereas, our sons, brothers, husbands, fathers, other relatives and friends stand between us and the enemy all along the far-flung battlefronts and are offering up their lives in the defense of the more abundant "way of life" for us and all posterity; and

Whereas, it is our solemn duty to do all within our power here on the homefront to see that their every need is amply supplied; and the needs of our armed forces and our allies are so enormous and of such gigantic proportions that the proper financing of them can be successful only by the united support, of all of us on the homefront, to the full extent of our ability; and

Whereas, millions of dollars in Christmas savings are now available for spending and between December 14th and December 25th other millions will be paid in bonuses to employees of businesses and industries in this country; and enormous sums will be spent for Christmas gifts; and

Whereas, our government is urgently in need of these funds, and our interest would be best served by siphoning most of them into a channel which will help supply the financial needs of our government and at the same time serve as a "counter-attack" upon inflation; and

Whereas, War Savings Bonds and Stamps constitute the best such channel open to us today;

Therefore, I A. T. Spaulding, president of the National Negro Insurance Association, by virtue of the power vested in me by said Association, do hereby proclaim the period from December 14, 1942 to January 16, 1943 (both inclusive) as a "Period for Investing in the Four Freedoms," through the purchase of War Savings Bonds and Stamps, and set aside December 18th as National Insurance Bond Rally Day when all insurance representatives will be asked to solicit applications for War Bonds and Stamps instead of applications for insurance, and one day in each succeeding week of the period for a similar purpose.

The effort will be known as the "Four Freedoms—Victory Bond Rally."

I recommend and direct that the chairman of the National Insurance Bonds and Stamps Committee, M. S. Stuart, the members thereof, and the secretary of the Association, C. L. Townes, aid in bringing to the attention of the public, over the radio and through the press, pulpit and other available means

of communication, the importance of this worthy effort and solicit wholehearted support in accomplishing this purpose.

I earnestly urge all industries and businesses seriously to consider giving bonuses to their employees in the form of War Savings Bonds and/or Stamps during this period.

I also urge the givers of Christmas presents to include War Savings Bonds and/or Stamps among their gifts, to the fullest extent possible.

I further urge all persons, institutions and businesses of every type, to invest as much as possible in War Savings Stamps and/or Bonds between December 14, 1942 and January 16, 1943, any of whom or which have already purchased the limit allowed by law of any series for 1942 are requested to buy government bonds of other series now being offered, thereby doing our duty on the homefront while our armed forces perform so nobly on the battlefront.

Every life insurance company and representative in this country is urgently requested to participate and to cooperate wholeheartedly in soliciting applications for War Savings Bonds and Stamps during the "Four Freedoms—Victory Bond Rally," in order that the financial requirements of our Treasury Department may be met without its having to resort to more drastic measures.

Done and signed this 30th day of November, in the year of our Lord, 1942, at Durham, N.C.

A. T. SPAULDING,  
President, National Negro Insurance Association.  
C. L. TOWNES,  
Secretary.



27-1942  
New York ~~age~~  
New York, N. Y.

NEW YORK

## Remarkable Progress Of United Mutual Benefit Association Due To Its Agents

JAN 31 1942

By PAUL R. SIMON

The remarkable progress of the United Mutual Benefit Association is attributable directly to the inspired efforts of its large force of agents. These tireless men and women day after day continue to convince the public in ever-increasing numbers that United Mutual is the right company to serve their life and sick and accident insurance needs. All policy-holders themselves, they can speak with the conviction of salesmen who are sold on their own product.

Saleman play an important part in every commercial organization which has a service or product to sell. The success or failure of a business depends on their ability to get their message across. You may build a better mousetrap, but in an age of intense and bewildering competition it would be unwise to await the promised beaten track to your door. People nowadays expect to be told just how good your product is.

In selling industrial insurance the need for able agents is greater than that of the average commercial enterprises. These agents must constitute the very engine of the Association. The power they generate determines the rate of progress and the durability of the business written. Should their cylinders miss fire the Association must become a weather-beaten hulk for the automobile graveyard. On their shoulders rests the responsibility for the advancement and completion of the wide social and economic plans that were but sketched by the founders of the Association. Theirs is the job of unselfish and astute administration of the insurance program of thousands of policy-holders. In many houses they are the only contact between policyholder and the company, serving as collector, confidant and general advisor. By their actions and deportment the character of their employer is judged.

Obviously a high type of individual is required for this work. Like the profession that it is, insurance underwriting is at once a livelihood and a vocation. It satisfies both the need to make a living and the higher urge to

make a definite contribution to humanity. And when that section of humanity so served constitutes the bulk of America's underprivileged the satisfaction evolved is doubly sweet. In insurance underwriting there are no show windows to dress, no new fangled gadgets to demonstrate. Financial protection for the future in times of illness and provision for the one inevitable in life are the products. Sale of them depends on intelligent, conscientious exposition of the unavoidable issues involved and the man-made measures offered for self-protection. It is a dignified job, truly a profession.

Numbered among the United Mutual's agents are progressive young graduates of northern and southern colleges and sober, intelligent men, who having tasted the vicissitudes of other means of livelihood, are now too confirmed devotees of Negro business.

The agency force is under direction of Gilbert C. Duprey, vice-president of the Association and one of its founders. Able, eloquent, with confirmed qualities of leadership, Mr. Duprey gained his insurance experience in Chicago. Today he turns that experience into fruitful production as Superintendent of Agents.

The force is divided into staffs to whom are allotted control of various districts of the city and state. Staff competition is keen, each group jealous of its record and the individual performances of its stellar members. At the heads of the staffs are managers: W. Price Bey, Staff I; Lionel Spears, Staff II; Norris Derrick, Staff III; Nathan Greenidge, Bronx Staff; Charles Palmer, Westchester Staff; Herbert Moorehead, Brooklyn Staff; Reginald Sealy, Jamaica District; Robert W. Browne, Buffalo District; Arthur Scotland, Rochester.

Each of these men entered the service of the Association as ambitious young agents. They saw a future in the field of Negro business and they were out to make good. They have made good, justifying their faith in themselves and in United Mutual. They have been singled out from the ranks of their fellow-workers because of zeal and ability in performance

of their professional duties as life underwriters. Now their examples, training and experience serve as inspiration and guide to fellow-agents and contribute mightily to the progress of their United Mutual Benefit Association.

JAN 31 1942



27-1942

Journal and Guide  
Norfolk, Virginia

# Annual Statement For 1941 Released

MAR 14 1942

Insurance In Force  
Given As

\$57,730,690

DURHAM, N. C. — More than 169,000 new policyholders were added by the North Carolina Mutual Life Insurance Company during 1941, and insurance in force at the end of the year amounted to \$57,730,690, according to the 43rd annual statement of the company which was recently released.

In commenting upon the company's experiences during 1941, President C.

C. Spaulding stated: "Notwithstanding the year just closed was one of the most critical in the world's history, the company finds itself in infinitely better position

MR. SPAULDING to serve its 356,994 policyholders and the public generally than ever before.

"Thus, over six per cent of the Negro population in the territory in which the company operates carry North Carolina Mutual policies, thereby directly or indirectly safeguarding the financial interest of from twenty to twenty-five per cent of this group."

## STATEMENT REFLECTS COMPANY'S GROWTH

The summary of the forty-third annual statement of assets and liabilities that appears elsewhere in this paper reflects the growth and development of the company. In commenting on the statement,

## NORTH CAROLINA MUTUAL LIFE INSURANCE COMPANY

President Spaulding called attention to the three outstanding features that should merit the respect and confidence of both the policyholders and friends of the institution. He emphasized the fact that: MAR 14 1942

"The most important element in any business transaction is the degree of safety it offers. The management of North Carolina Mutual has always remembered this fact in shaping the investment program of the company. As a result, the investment portfolio is exceptionally well balanced. All invested assets are so distributed as to sections of the United States and of sufficient diversification to provide and maintain absolute safety and security for both policyholders and beneficiaries."

In commenting on the service being rendered by the company, President Spaulding stated: "The policyholders of North Carolina Mutual have always received full and complete service from the company in the payment of claims, cash values, and in the procuring of policy loans. Concrete evidence of the company's service to policyholders is reflected in the payment of \$1,017,998.98 to policyholders and beneficiaries during the year 1941, bringing the total since organization to the sum of \$20,464,494.69."

## EXTRA SERVICE RENDERED

"In addition to these payments, North Carolina Mutual has loaned more money to Negroes on their homes and other real estate than any other private institution in America. The directors of the company have always recognized that since practically all of the company's premium income is received from Negroes, there is no valid reason why an equitable portion of the reserve funds, created by the premiums received, should not be invested in amply secured first mortgages on the homes and other real estate owned by Negroes, and especially those who are policyholders of the company. The amount of these loans at the close of 1941 was \$3,110,136.43."

During 1941 North Carolina Mutual retained its position of leadership among the business institutions owned and operated by Negroes throughout the world, by registering total income in the sum of \$3,341,796.83, with total admitted assets of \$7,222,192.94—the two principal items in the evaluation of any financial institution. MAR 14 1942

The total admitted assets of this company are more than \$1,000,000 in excess of the maximum amount ever owned by a corporation owned and operated by Negroes in America. The company ranks first, also, among race companies in the amount of statutory reserve maintained for the protection of policyholders.

## COMPLETE COVERAGE AVAILABLE

North Carolina Mutual offers the insuring public a full and complete assortment of life insurance coverage on the old line legal reserve basis. Over 169,000 new policyholders were added in 1941.

North Carolina Mutual was organized October 28, 1898 by John Merrick in association with A. M. Moore, as a mutual enterprise to be conducted solely for the benefit of its policyholders and their heirs. For more than forty-three years it has not only paid every just claim, but, through its directors, officers and employees, has rendered moral and financial assistance in every worthy program for the advancement of Negroes which has been inaugurated in the territory in which the company operates.

Durham N. C., Morning Herald  
December 17, 1942

## Local Negroes Plan Rally At Armory Tonight

## Parade, Music And Speeches Scheduled By Insurance Men

Durham Negro insurance executive A. T. Spaulding yesterday received the personal endorsement of Secretary of the Treasury, Henry Morgenthau Jr., on the local projection of the Four Freedom's Victory Bond Rally to be launched tonight at the City Armory at 8 o'clock. The communication reads as follows:

"I have learned with great satisfaction of the patriotic action of the National Negro Life Insurance Association in launching a Four Freedom's Victory War Bond Rally from Dec. 14 to Jan. 16. The companies forming your association can render an admirable national service

by campaigning to enlist their three million policyholders in the systematic purchase of war bonds. This will help to put the best possible weapons in the hands of our boys who are soldiers and sailors and will strengthen our nation for its final victory. Please accept my thanks and best wishes."

The War Bond Rally to be held at the City Armory is a part of the national effort on the part of 42 Negro life insurance companies in 29 States, including approximately 10,000 salesmen, who are giving one entire day each week, during the period Dec. 14, 1942, through Jan. 16, 1943, to the sale of War Bonds and Stamps rather than to soliciting life insurance applications.

A patriotic parade precedes the rally and is being participated in by the Navy Pre-Flight School Band of Chapel Hill, the Weaver-McLean Post No. 175 of the American Legion with its drum corps, the Bull City Chapter No. 317 of the Improved, Benevolent Protective Order of Elks with their drum corps, the Boy and Girl Scouts, the public school's safety patrol, air raid wardens, and insurance representatives of the various companies doing business in the city. The parade begins at 7 P. M. from the Stanford L. Warren Public Library at Fayetteville and Umstead Streets and will proceed down Fayetteville, Pettigrew, Roxboro, Main and Corcoran Streets on to the City Armory.

Speakers at the rally will include W. L. Cook, manager of the Durham District of the North Carolina Mutual Life Insurance Company and chairman of the local bond drive committee, W. Jay Walker of the Southern Fidelity Mutual Insurance Company; W. D. Hill, member of the National Bonds and Stamps Committee; A. T. Spaulding, president of the National Negro Insurance Association; C. C. Spaulding, associate administrator of war savings staff for the State and representatives of the Elks, the American Legion, and local labor organizations.

The local War Bond Drive committee is emphasizing, as stated by Insurance Commissioner W. P. Hodges, that it is not their desire to entertain any type of racial consideration and for that reason they solicit the assistance, interest and active cooperation of the general public including both races.



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Journal and Guide  
Norfolk, Virginia

*Insurance Progress*

THE annual statements of the four major insurance companies owned and controlled by our group in Virginia and North Carolina reveal substantial gains in assets and new policyholders in 1941.

The Southern Aid Society of Virginia which reaches its half century mark next year, reported assets of \$1,078,675.80 at the end of the year, with \$6,399,807.48 worth of insurance in force. The Richmond Beneficial Life's assets reached \$435,352.39, an increase over 1940 of \$56,400.15.

APR 4 1942  
The Virginia Mutual, youngest of the three firms in the Old Dominion, now in its tenth year of operation, increased its debit value by 27 per cent; its admitted assets by 26 per cent; and its surplus by 31 per cent.

North Carolina Mutual of Durham closed the year with assets of \$7,222,192.94; added 169,000 new policyholders; and boosted its insurance in force to \$57,730,690.

We are impressed with the executive and administrative acumen reflected in the clean bill of health given these growing enterprises by state examiners, and in the increasing confidence in their stability by the general public. It is particularly commendable that these companies continue to profit by the mistakes of the past and strengthen

VIRGINIA